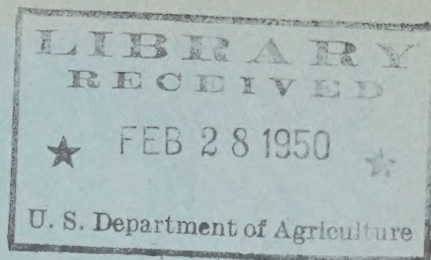


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62.97

1950 Price List



Eighty Acres of Choice Nursery Stock



Landscape Service



WHITE ELM NURSERY CO.

HARTLAND, WISCONSIN

Phone 535

Established 1906

White Elm Nursery Company

HARTLAND, WISCONSIN

West of Village on Highway 16

Phone 535

THE WHITE ELM NURSERY COMPANY is one of the oldest and largest nurseries in the state. Eighty acres are devoted to the growing of a complete assortment of trees, shrubs, evergreens, fruits and perennials that are hardy for this state. The firm for many years has specialized in larger sized landscape material and while this still is a definite part of the business, many other outlets constitute a large part of the annual sales. The Company now has salesmen serving almost all of the southern half of the state. Many landscape contractors in the Milwaukee area depend upon the nursery for their source of high grade plant material. In addition, the nursery does a small amount of wholesaling, shipping not only to other nursery firms in Wisconsin but to most all the mid-western states.



The White Elm Nursery Company originated in Oconomowoc in 1900. In 1924 the nursery was moved to its present location in Hartland where it has expanded to its present 80 acres. In conjunction with the growing of the hardy nursery stock, the company also operates large greenhouses. A floral department serves Hartland and the surrounding areas with flowers for all occasions.

Officers of the company are Laurence G. Holmes, president and general manager, and Willard A. Dustrude, secretary-treasurer.

PATENTED ROSES

PATENTED ROSES, HYBRID TEAS

2 Yr. No. 1, \$2.50 each

Applause - double light red. Very fragrant and prolific.
Apricot Queen - Orange with apricot to salmon rose base. Vigorous.

Blaze - Semi-double, brilliant scarlet. Most desirable.

California - Enormous size, two tone orange and yellow overlaid with Saturn-rose.

Capistrano - Rose pink, long stemmed. Very vigorous grower.

Charlotte Armstrong - Blood-red bud, opening to bright cerise.

Countess Vandall - Bright pink with yellow at base.

Diamond Jubilee - large buff-yellow, very vigorous.

Eclipse - Deep gold bud, yellow bloom.

Grand Duchess Charlotte - Coral-red changing to soft coral-pink.

Horace McFarlane - Buff-salmon, spicy scented, large bloom.

Lowell Thomas - Lemon-yellow, strong grower.

Mary Margaret McBride - Pink buds opening to yellow and gold blend.

Margaret McGredy - orange-scarlet.

McGredy's Sunset - Chrome-yellow. Fragrant.

Mission Bells - Deep salmon opening to shrimp pink. Vigorous.

Mme. Chiang Kai-shek - Lemon-yellow, very vigorous.

Peace - Tremendous bloom, very durable. Pale yellow to cream color.

Rex Anderson - Pale yellow to white.

Sutter's Gold - Yellow buds shaded orange-red. Vigorous.

Taffeta - Pink, salmon and yellow. Vigorous grower.

PATENTED FLORIBUNDAS

2 Year No. 1, \$2.00 each

Betty Prior - Carmine-pink cluster.

Goldilocks - Deep-yellow, fragrant. Profuse bloom.

Pinocchio - Pink suffused salmon. Very satisfactory.

World's Fair - Large crimson to scarlet clusters. Vigorous.

HYBRID PERPETUALS. 2 yr. No. 1, \$1.50 each.

American Beauty. Deep pink shaded soft carmine, fragrant.

Frau Karl Druski. Large pure white.

J. B. Clark.

Paul Neyron. Gigantic pink, fragrant flowers.

ROSES, HYBRID TEA AND EVERBLOOMING.

2 yr. No. 1, \$1.50.

Ami Quinard. Dark, velvety crimson.

Betty Uprichard. Salmon pink stained coppery-red.

Caledonia. Large, double white, very attractive.

Christopher Stone. Vivid scarlet.

Condessa de Sastago. Deep coppery pink inside, golden yellow reverse; double; very prolific bloomer.

Editor McFarland. Shapely buds with double, brilliant pink blooms.

Etoile de Hollande. Dark, velvety-red. Very fragrant.

E. G. Hill. Large, massive blooms of deep velvety-maroon.

Golden Rapture. Rich yellow.

Gruss An Teplitz. Medium sized, dark red blooms in clusters.

Joanna Hill. Large yellow with orange shading in the center. Fragrant.

K. A. Viktoria. Pure white.

McGredy's Scarlet. Large brilliant scarlet, shaded rose-pink.

McGredy's Ivory. Large, well shaped creamy white. Fragrant.

McGredy's Yellow. Bright butter-cup yellow. Very fine form and fragrant.

Mme. Joules Bouche. White with blush tints in center.

Mrs. Chas. Bell. Soft salmon-pink.

Mrs. Henry Bowles. Long lasting, rosy-pink shaded salmon. Very fragrant.

Mrs. P. S. du Pont. Bud is reddish-gold, flower golden yellow, lighter color with age.

Mrs. Sam McGredy. Very fine two-toned. Large double scarlet-copper, heavily flushed with red on outside of petals. Disease resistant and strong bloomer.

President Hoover. Beautifully colored buds and blooms of yellow with pink and flame tints.

Radiance, Pink. Large rose-red. Very popular and satisfactory rose.

Radiance, Red. Bright rose-pink. Very popular and satisfactory.

Souvenir de Claudius Pernet. Long buds opening to rich yellow. One of the finer yellow roses.

Sunburst. Rich yellow shaded copper-orange.

Talisman. Most popular two-tone, golden yellow stained copper-red.

ROSES, MISCELLANEOUS HARDY

2 yr., No. 1, \$1.50.

Belle Poetevine. Bright pink clusters.

Blanc Double de Coubert. Semi-double white.
2 yr. No. 1, \$1.50.

Grootendorst, Pink. 2 yr. No. 1, \$1.50.

Very hardy, most attractive, medium growing Rose with dark green foliage and clusters of bright pink flowers.

Grootendorst, Supreme. 2 yr. No. 1, \$1.50.

Same habit of growth and appearance as above, but with exceedingly showy clusters of bright red flowers.

Hansa. 2 yr. No. 1, \$1.50.

A strong growing hardy rose with double reddish flowers of large size.

Hugonis. 2 yr. No. 1, \$1.50.

An old but still popular variety of rose. One that blooms very early and is a mass of light yellow flowers when in bloom.

Harrison Yellow. 2 yr. No. 1, \$1.50.

A strong growing hardy rose covered with double yellow flowers. Flowers are moderately fragrant.

Setigera. 2 to 3 ft., \$1.00.

Also known as Prairie Rose. Long graceful branches covered with big clusters of bright pink flowers late in spring.

ROSES, DWARF POLYANTHA AND FLORIBUNDA.

2 yr., No. 1, \$1.50.

Cameo. Soft salmon-pink, suffused with gold. Profuse blooming variety.

Dagmar Spaeth. White flowers edged with pink. Very attractive and showy.

Else Poulsen. Bright, rose pink, semi-double, very long lasting.

Eutin. Large clusters of very double deep red flowers on a vigorous mildew resistant bush.

Floradora. Scarlet red to orange, very durable flowers.

Ideal. Immense, compact bunches of dark scarlet borne in abundance.

Kirsten Poulsen. Bright scarlet flowers in clusters on long stems.

Pink Gruss An Aachen. Deep salmon-rose. Very desirable.

Poulsen's Yellow. Copper colored buds, followed by semi-double yellow flowers. Very fragrant.

ROSES, CLIMBING. 2 yr. No. 1, \$1.25.

American Beauty. Crimson flowers in great abundance.

Dorothy Perkins. Best known of the old-fashioned climbers. Shell pink flowers in clusters.

Dr. Van Fleet. A very desirable pink flowering variety. Foliage less subject to mildew than many varieties.

Excelsa. Double scarlet-crimson clusters.

Gardenia. Yellow buds with creamy flowers with rich yellow centers.

Mary Wallace. Large flowered pink.

Paul's Scarlet. One of the best red climbers. Large, almost double deep scarlet flowers. Very strong vines and heavy grower.

Primrose. Double canary yellow flowers. Very attractive.

Silver Moon. Creamy-white, semi-double.

Arbor Vitae

American. 2 to 3 ft., \$6.00; 3 to 4 ft., \$8.50

A plant that will grow to 10 or more feet in height, suitable for planting in semi-shade or full sunlight. Can be sheared to any shape and kept any size. Suitable as individual specimens in foundation plantings or for hedges or screening.

Dark Green. 2-3', \$6.00 - 3-4', \$8.50

Quite similar to the American Arbor Vitae, but the foliage is bit more dense and quite a lot darker green. More slender and compact than the American form.

Globe. 15 to 18 inches, \$6.00.

A dense, roundish shaped, dwarf growing plant. Suitable for foundation plantings where nothing will grow over 35 inches high is wanted. Adapted to partial shade or full sun.

Pyramidal. 2 to 2½ ft., \$6.00; 2½ to 3 ft., \$7.50; 3 to 3½ ft., \$10.00.

The most common of the upright Arbor Vitae. Very attractive, sturdy tree.

Siberian. 18 to 24 inches, \$7.50.

An exceedingly hardy, compact plant growing to about 6 or 8 feet in height, wide at the base and narrowing to the top. Suitable in any well drained situation.

Fir

Douglas. 2 to 3 ft., \$7.50; 3 to 4 ft., \$11.00.

A rapid growing, symmetrical tree with attractive bluish green foliage. Makes beautiful specimen for lawn planting.

Juniper

Andorra. 15 to 18 ins., \$6.00; 1½ to 2 ft., \$7.50.

A low, spreading grower reaching to 5 or 6 feet across. Color of foliage is grayish green during summer months changing to purplish tones over winter.

Burki. 2-3', \$10 - 3-3½', \$12.50.

A slender upright growing juniper with silvery-blue foliage that keeps its color well all year.

Cannarti. 3 to 4 ft., \$15.00. 4-5 ft., \$18.50.

One of the finest upright growing Junipers. Deep green in color which does not change over winter.

Dundee. 2 to 3 ft., \$12; 3 to 4 ft., \$15; 4-5 ft., \$18.50.

Very desirable upright Juniper with bluish-grey foliage during the summer which turns to a reddish bronze over winter.

Glauc. 2 to 3 ft., \$12.00.

Silver-blue foliage of much beauty. Upright Juniper of rather open habit of growth.

Glauc Hetzi. 2-2½ ft., \$10.50.

A rapid growing spreading type that closely resembles the Pfitzer J. but has blue colored foliage.

Japanese. 15 to 18 inches, \$6.00; 18-24 inches, \$7.50.

A prostrate branched, low growing plant, bright green in color and whip-cord-like foliage.

JUNIPER—Cont'd.

Meyeri. 15 to 18 inches, \$8.00; 18-24 inches, \$9.50.

A dwarf growing, very irregularly shaped, more or less upright type. Foliage is a silvery-blue which turns to purplish shades over winter.

Pfitzer. 15 to 18 in., \$6.50; 1½ to 2 ft., \$8.00.

A wide spreading, low growing Juniper with attractive gray-green foliage. Plant succeeds in most any location thus making it one of the most popular of all the spreading forms of evergreens.

Red Cedar. 3 to 4 ft., \$10.00; 4-5 ft., \$13.00.

Hardy upright form, requiring shearing to keep it trim and shapely. Green foliage in summer, reddish-purple over winter.

Sargent. 15 to 18 inches, \$7.50; 18 to 24 inches, \$9.00.

A prostrate growing form with light green foliage.

Tamerisc. 12 to 15 inches, \$4.50.

A prostrate form, growing close to the ground. Has deep green foliage the year round.

Pine

Austrian. 2 to 3 ft., \$7.00; 3 to 3½ ft., \$9.00.

A strong, sturdy long needled evergreen. Ultimate height, 40 to 50 feet. Best suited for windbreak planting or in large lawn areas.

Mugho. 12 to 15 ins., \$5.25; 15 to 18 ins., \$6.25; 18 to 24 ins., \$8.00

A compact, low, globe shaped evergreen. Used mostly in foundation plantings. Annual shearing will keep it more tight and compact than it would otherwise. Requires full sunlight and good soil.

Ponderosa. 2-3 ft., \$7.00; 3-4 ft., \$9.00; 4-5 ft., \$12.00.

A large open growing tree with long light green needles.

Red or Norway. 2-3 ft., \$7.00; 3-4 ft., \$9.00.

A fast growing, long needled tree with deep green needles. Quite adaptable as to soil and other growing conditions.

Spruce

Black Hills. 2 to 2½ ft., \$6.50; 2½ to 3 ft., \$8.00.

3-3½ ft., \$10.00; 3½-4 ft., \$11.50.

4 to 5 ft., \$14.00; 5 to 6 ft., \$17.00.

A compact, symmetrical medium fast growing spruce. Foliage is a bluish green, needles are short. Tree is hardy anywhere.

Colorado Blue. 2 to 2½ ft., \$10.00; 2½ to 3 ft., \$13.00.

This is the show tree of the evergreens. Foliage, a silvery blue of great distinction. Used mostly as specimen in lawns and parks. Needs a well drained fertile soil and full sunlight.

Colorado Green. 2 to 2½ ft., \$8.00; 2½ to 3 ft., \$10.50.

A compact, large growing spruce of great symmetry and beauty. Needles long and sharp varying in color from light green to bluish tint. Suitable as a specimen in contrast with the Colorado Blue Spruce.

Norway. 2-3 ft., \$5.50; 3-4 ft., \$8.00; 4-5 ft., \$11.

A fast growing spruce, ultimately reaches 40 to 50 feet. Foliage a deep green; needles are short. Mostly planted for windbreaks and screens.

Yews

YEW, Brownii. 12 to 15 ins., \$6.50; 15 to 18 ins., \$8.50.

A rapid grower with heavy dark green foliage. More upright in growth than the true Spreading Yew.

YEW, Dwarf. 12 to 15 ins., \$7.00; 15 to 18 ins., \$10.00.

A very dwarf, compact, slow growing type. Suitable for planting in small restricted places.

YEW, Hatfield. 12-15 inches, \$6.50; 15-18 inches, \$8.50.

An upright form, though not pyramidal as the top is broader than the bottom. Foliage is heavy and dark green.

YEW, Spreading. 12-15 ins., \$7.00; 15-18 ins., \$7.50; 18-24 inches, \$10.00; 24-30 inches, \$13.00.

The most common type of low growing Yew. Very hardy and does well in shaded places. Best of the low growing evergreens for foundation plantings.

YEW, Upright. 18 to 24 ins., \$9.00; 24 to 30 ins., \$12.50.

The upright form of the Japanese Yew, a densely, broad based conical plant. Deep green foliage. Best upright evergreen for shady places.

All Evergreens Are Fresh

Dug for

Each Order



WHITE ELM NURSERY CO.

Hartland, Wis. Phone 535

EVERGREEN CARE

EVERGREENS as a class of plant material require somewhat more care and special attention than do the usual run of trees and shrubs. Although the White Elm Nursery Co. does guarantee that these plants will grow, it is necessary, of course, for the home owners to do their part in caring for them properly, not only at the time of transplanting, but for the critical first growing season following the planting.

As with all other types of plant material, evergreens should be planted in locations best suited to their growth, sunny locations for those evergreens that thrive in open sunlight and in shady situations only those varieties that will tolerate and do well in shady locations. Good, rich garden soil, fortified with rotted barnyard manure should be used in planting. The addition of a reasonable amount of peat to the planting soil is a beneficial procedure and is most essential in either the very light soils or the heavier clay soils.

Too much emphasis cannot be made of the matter of watering. At the time of transplanting, all evergreens should be thoroughly soaked into their new location. Frequent watering thereafter is most essential. Make certain that such watering soaks deeply into the soil either by the use of soil soakers or by punching holes into the ground close to the root area.

In addition to proper planting and adequate watering, most evergreens need protection from dogs and insect pests if they are to thrive. Wire protectors serve nicely to keep dogs from spoiling evergreens, though low growing shrubs may also serve the same purpose in a more attractive way.

The principle insect pest to evergreens is Red Spider, a very small mite, barely visible. As it cannot be seen on the evergreen foliage, it can, however, be detected by the appearance of the plant which becomes rather "rusty" or dull looking. Red Spider can be readily controlled if one adheres to any of the following methods:

1. Syringe the foliage with water under pressure from garden hose or power sprayer, taking particular pains to secure a forceful spray applied from underneath the foliage.
2. Spraying with a glue spray consisting of ½ lb. of a cheap grade of ground bone glue in 5 gals. of water. (Dissolve the glue first in a small amount of boiling water.)
3. Dust with sulphur liberally on a warm day, using a superfine commercial brand of dusting sulphur.

Should questions arise concerning the care of your plantings, always feel free to call or write the Nursery for advice and help. We are more than willing to be of service.

ASH, Green. 8-10 ft., \$3.00; 1¼-1½" Cal., \$3.50; 1½-2" Cal., \$4.50; 2-2½ Cal., \$6.50.

A fast growing tree suitable for planting in light soils though also adapted to heavier soils as well. Ultimate height 50 to 60 feet.

BIRCH, European White. 5-6 ft., \$3.50; 6-8 ft., \$4.50.

The White Birch is best adapted to ornamental planting on lawn or border. The white bark is not present on young trees, but appears and remains as the tree reaches 3 or 4 years of age. Tree grows to 30 or 40 feet.

BIRCH, Cut-Leaf Weeping. 5-6 ft., \$4.50; 6-8 ft., \$7.00.

One of the most graceful and beautiful of pendulous trees. Tall and slender with graceful drooping branches, its white bark and interestingly deeply cut leaves make it an outstanding ornamental tree.

BIRCH, Clumps. 5 to 6 ft., \$5.25.

These are White Birch that have grown with three stems or more. They work in wonderfully in borders and are equally effective as specimens.

BIRCH, Paper White. 5 to 6 ft., \$3.50.

Our native American form. Not so quick to show its white bark as the European, but never-the-less fully desirable.

CRABS, FLOWERING

Arnold. 5-6 ft., \$2.50; 6-8 ft., \$3.50.

A low branched, wide spreading form. Semi-double pink flowers fading almost to white. Yellow fruits.

Bechtel. 3 to 4 feet, \$2.75.

A small growing, very showy plant with large double pink blossoms in great profusion.

Dolga. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Very showy tree of medium size, white blooms followed by an abundance of small red fruits.

Eleyi. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Strong growing tree with bronze foliage. Flowers are carmine red and very showy. Medium size red fruit.

Floribunda. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Small spreading type of tree. Red buds, opening to white flowers. Reddish yellow fruit the size of a pea.

Hopa. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Upright growing tree with most attractive red flowers. Bears small red fruit.

Niedzwetskyana. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Shapely medium sized tree with reddish foliage. Very attractive red blooms and red fruit.

Sargent. 2 to 3 feet, \$2.50; 3 to 4 feet, \$3.50.

A very dwarf growing type of wide spreading habit. Flowers are white; fruit red and small, but borne in great quantity.

Sieboldi. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

Attractive growing tree with white blooms and reddish-yellow fruits.

Wild Sweet Crab. 5 to 6 feet, \$2.50; 6 to 8 feet, \$3.50.

The native wild crab found growing on the hills of Southwestern Wisconsin. Beautiful pink blossoms. Hard green fruits.

ELM, American. 6-8 ft., \$2.50. 8-10 ft., \$3.00. 1¼-1½" cal., \$3.50. 1½-2" cal., \$6.00. 2-2½" cal., \$9.00.

This is our common Elm, too well known to need much description. A large growing tree, 50 to 60 feet with wide spreading branches, it must be given ample room in planting. Forty to forty-five feet is proper spacing. Trees prefer any good soil.

ELM, Chinese. 6-8 ft., \$2.25. 8-10 ft., \$3.00.

A rapidly growing tree that really has no place in our Wisconsin tree plantings. It grows fast but is not very long lived. Best suited on light and dry soil situations.

ELM, Moline. 1¼-1½ inch Cal., \$5.00.

An upright, high arching form of the American Elm. Reputed to be more disease resistant than the parent tree. Foliage stays green longer in the Fall.

HACKBERRY. 8-10 ft., \$4.50. 1¼"-1½" cal., \$5.00.

A fine shade or street tree with distinctive bark. Produces small berries well-liked by birds. Thrives on sandy soils.

HONEYLOCUST. 8-10 ft., \$3.50. 1¼-1½" cal., \$5.00. 2-2½ inch Cal., \$8.00.

Thornless variety. Fragrant white flowers in May. Very attractive pinnate leaves. Good for light or poor soils.

MAPLE, Norway. 8-10 ft., \$6.50. 1¼-1½" cal., \$7.75.

1½-1¾" Cal., \$10; 1¾-2" Cal., \$13.00.

The most popular of the Maple family for lawn or street planting. Grows to about 40 feet, forms well rounded head, with very large deep green leaves. Leaves turn golden yellow in the fall. Almost entirely free of injurious insects.

MAPLE, Pyramidal Norway. 2-2½" Cal., \$15.

2½-3" Cal., \$17.50.

A narrow, upright form of the Norway Maple, slow growing, long lived. Much more desirable than the narrow Poplars.

MAPLE, Rubra. 6-8 ft., \$6.00. 8-10 ft., \$7.50.

Somewhat like the Silver Maple in size and growth, but has a bright red bloom in the spring and brilliant scarlet leaves in the fall.

MAPLE, Schwedler, 6-8 ft., \$7.50. 8-10 ft., \$9.00. 1¼-1½" cal., \$11.50; 1½ to 1¾ cal., \$14.00.

This is probably the most showy of the real shade trees. Leaves come out a deep purple in the spring, slowly changing to a dark purplish green which is maintained throughout the summer. Trees form a round head like that of the Norway Maple, but remains somewhat smaller, reaching only 30 to 35 feet in height.

MAPLE, Soft. 8-10 ft., \$3.25.

The fastest growing Maple, eventually reaching 50 to 60 feet in height. Grows a large, irregular shaped head and is valuable when quick shade is wanted. Fall leaf color is most attractive.

MAPLE, Sugar or Hard. 6-8 ft., \$4.00; 8-10 ft., \$7.00; 1¼-1½" cal., \$9.00; 2-2½" cal., \$16.00.

This is the beautiful tree of the north, perfectly symmetrical in shape. Fine foliage which turns to the brilliant golds and reds of the fall. Slow growing but worth waiting for.

MOUNTAIN ASH, American. 5-6 ft., \$3.50; 6-8 ft., \$5.00.

An upright growing small tree reaching 25 to 35 feet in height. Attractive deep green foliage. Bears a profusion of orange red berries from mid-summer on through the fall.

MOUNTAIN ASH, European. 6 8 ft., \$4.50; 8-10 ft., \$6.00.

Similar to the American Mountain Ash, but of faster growth and more open habit. Berries are not born as profusely.

MULBERRY, Russian. 6-8 ft., \$2.50.

Largely planted for screens or windbreaks; also used to attract birds as fruits are relished by nearly all birds.

PLUM, Purple-Leaf. 3-4 ft., \$2.50. 4-5 ft., \$3. 5-6 ft., \$3.50.

Hardy upright small tree with reddish-purple leaves.

POPLAR, Bolleana. 6-8 ft., \$3.00; 8-10 ft., \$4.00.

A compact upright tree of great attractiveness. Leaves are a three-lobed, light green on top, silver beneath. Grows to 35 or 40 feet.

POPLAR, Lombardy. 5-6 ft., \$1.00; 6-8 ft., \$1.50; 8-10 ft., \$1.75.

Well known narrow upright tree, rapid in growth, most suitable as a screen planting or for accent in the border.

WILLOW

Niobe Weeping. 8-10 ft., \$3.50.

Beautiful yellow pendulous branches. Strong growing, hardy tree.

Pussy Willow. 3-4 ft., \$1.25

Medium sized plant with large catkins in early spring.

Red Stem. 5-6 ft., \$1.50.

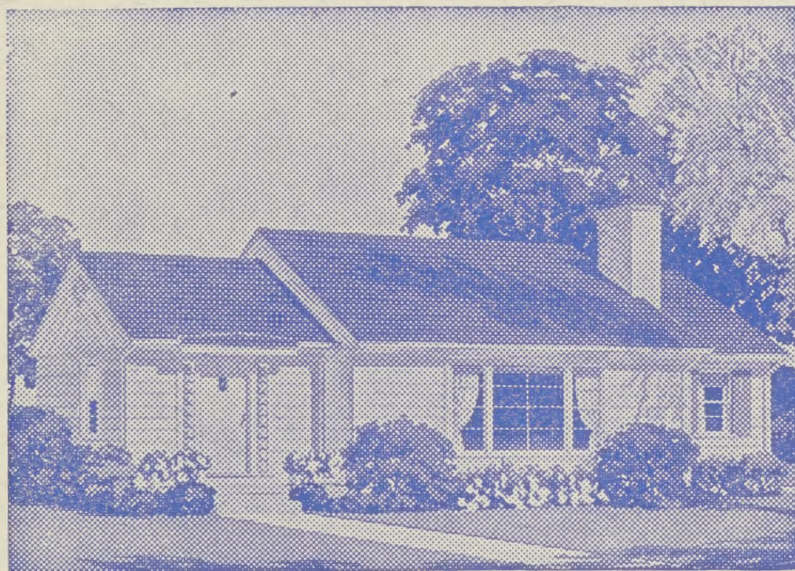
Small sized tree with red bark. Most showy in winter.

Wisconsin Weeping. 8-10 ft., \$3.50.

Dark green leaves and bark. Very graceful drooping branches.

LANDSCAPE SERVICE

Planning : Planting : Maintenance



THE WHITE ELM NURSERY COMPANY has built up an enviable reputation over the many years of operation with the many beautiful homes and estates that they have helped develop. Careful planning in advance, careful planting when the work is done and intelligent care thereafter are essential factors in beautiful landscaping results. This company has the personnel to assist home owners, commercial organizations and others in all these phases. Two landscape architects are available for consultation and designing. Ample well trained help with experienced foremen are available for the planting and

development of any area and arrangements can be made for the planting care if such assistance is wanted.

Call the White Elm Nursery Company if you have need of advice or help with the development of your grounds. There is no obligation. A small charge is made in the case of consultation only but where the company can supply you with nursery stock of other services, planning fees and consultation charges are not made. With the many years of experience this company has had in serving Southern Wisconsin with their landscaping problems, it is with pride that we continue to offer our services which we feel are better than ever for 1950.

White Elm Nursery Company

Hartland, Wisconsin

Phone 535

ALMOND, Pink Flowering. 3 to 4 ft., \$1.75.

A small shrub that is covered with small pink rose-like blossoms in May. Very showy in the shrub border or foundation planting.

ALPINE CURRANT. 15-18 inches, \$1.00; 18-24 ins., \$1.50.

A dwarf compact growing shrub, dense dark green foliage. Leaves out early in spring and holds foliage till late in fall. Does well in shade.

ARONIA, Arbutifolia. 2-3 ft., \$1.50.

An attractive shrub for borders because of its shiny foliage that colors beautifully in the fall. White blossoms late spring and has bright red berries in late fall and winter. Grows to 3 or 5 feet.

ARONIA, Melanocarpa. 2 to 3 feet, \$1.25.

Similar to the Arbutifolia, but has black berries instead of red. Grows somewhat taller.

ARROWWOOD. 2 to 3 feet, \$1.00; 3 to 4 feet, \$1.25.

One of the best shrubs for landscape planting. Grows to 7 or 8 feet. Branches straight and upright. White blossoms in late spring, followed by cluster of blue berries, greatly liked by birds. Plants tolerate some shade.

BARBERRY, Japanese. 15 to 18 ins., \$.75; 18 to 24 ins., \$1.

One of the best known low shrubs for hedging and landscape planting. Grows to about 3 or 4 feet in any sort of location. Has yellow blossoms in spring and bright red berries in fall and winter. Foliage turns to brilliant crimson in fall. Branches have many sharp thorns.

BARBERRY, Red Leaf. 12 to 18 ins., \$1; 18-24 ins., \$1.25.

Similar in growth habits to the Japanese Barberry but has showy reddish purple leaves throughout the growing season.

BEAUTY BUSH. 2 to 3 ft., \$1.50.

One of the most beautiful small shrubs growing to about 5 or 6 feet and covered with a profusion of fragrant pink blossoms in late May and early June.

BUDDLEIA. 2 Yr. No. 1, \$1.00.

Charming. Long sprays of lavender pink blooms. Very fine for cutting.

Concord. Maroon with a deep red center.

Dubonet. A dark wine colored variety of large firm spikes.

Ile de France. Large flowers of rich reddish purple, borne on long panicles.

CARAGANA. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Very hardy, drought-resistant shrub for planting in difficult places. Has yellow flowers in May and June.

COTONEASTER

Acutifolia. 2 to 3 ft., \$1.25.

An attractive medium sized shrub with dark green leaves. Has yellow flowers and brownish-black fruit that hangs on well into the winter.

Divaricata. 2 to 3 ft., \$1.75.

A handsome shrub with evergreen-like foliage. Has pink flowers and bears an abundance of bright red berries in the fall.

DEUTZIA, Lemoine. 18 to 24 inches, \$1.25.

A small shrub with large white showing blossoms in late May and June.

DOGWOOD. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Gray. An upright, slender branched plant with white flowers in May, followed by whitish-blue berries that are quickly taken by the birds.

Goldentwig. A medium sized shrub with distinctly yellow branches over the winter.

Red Osier. Good foliage, white flowers followed by white berries. Bark over winter is dark red.

Siberica. Very bright red bark over winter. Upright shrub of vigorous growth. White flowers followed by porcelain blue fruits. Very desirable.

ELDER, Golden. 2-3 ft., \$1.00.

Similar to Common Elder but with bright golden yellow leaves. Must be planted in sun for best effects.

EUONYMOUS, Alatus. Sold Out.

One of the best landscape shrubs. Grows to about 8 feet. Has unusual winged bark, small light green leaves and red fruit in fall. Leaves turn to brightest pink in fall.

EUONYMOUS, Alatus Compacta. Sold Out.

Similar foliage and bark as the alatus but more compact and dwarf in growth. Grows to 4 or 5 feet.

EUONYMOUS, Europeanus. 3 to 4 ft., \$1.50.

Tall growing shrub with dark green foliage. Has conspicuous yellow and scarlet fruit in the fall.

FORSYTHIA. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Intermedia. Vigorous growing, arching branched shrub with showy yellow flowers in early spring.

Spectabilis. Much the same as Intermedia, but a better grower and more striking bloom.

HIGH BUSH CRANBERRY. 2 to 3 ft., \$1.25.

A most satisfactory shrub for border planting. Foliage is dark green turning to bronzy-red in Fall. Blossoms are not showy, but the clusters of red berries that follow are most attractive and hang on all winter. Shrub grows to 6 or 8 feet. Tolerate some shade.

HONEYSUCKLE. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

The honeysuckles, of which there are many varieties, are about the best known and the most adaptable plants that we grow. The foliage and the berries offer the various differences. All of them are well suited to border planting or for hedges. The following varieties are offered:

Bella Albida. White flowers, red berries, grows to 8 to 10 feet.

Morrowii. Pale yellow flower, orange berries, wide spreading.

Pink Tatarian. Pink flowers, red berries, 6 to 8 ft. high.

Red Tatarian. Red flowers, red berries, 5 to 6 feet high.

HYDRANGEA, A. G. 2 to 3 feet, \$1.50.

A low growing, very showy summer flowering shrub. Does well in partial shade or sunlight. Produces large round heads of white blossoms during latter part of June and into July. Fine for foundation planting or the border. Grows to about 3 or 4 feet.

HYDRANGEA, P. G. 2 to 3 feet, \$1.50.

A plant growing to 5 or 6 feet, most suitable for border planting. Produces large cone shaped white blossom in August that slowly take on a pink shade and last that way well into the winter. Needs rich soil and heavy pruning back each spring.

LILAC, French Hybrids. 2 to 3 ft., \$2.00; 3 to 4 ft., \$2.75.

French Hybrids, so-called, are named varieties of choice colors and habits of growth. Plants bloom at an early age and do not sucker to any extent. Following are the varieties available:

Belle de Nancy. Double, lilac-pink.

Bleauaire. Single blue.

Chas. Joly. Double, reddish-purple.

Congo. Single, red-purple.

Jan Von Tol. Single white.

Jean Mace. Double lilac-pink.

Kathryn Havemeyer. Double mauve-pink.

Ludwig Spaeth. Single, deep maroon purple.

Mad. Ed Andre.

Mad. Florence Stepman. Single white.

Mad. Lemoine. Double white.

Mme. Cassmir Perrier. Double white.

Pres. Grevy. Double, lilac-blue.

Pres. Lincoln. Single blue.

Pres. Roosevelt. Double purple-red.

LILAC, Common Purple and White. 2 to 3 ft., \$1.25; 3 to 4 ft., \$1.50.

This group is too well known to need much description. Plants grow to 8 or 10 feet, do not blossom until well established and sucker at the bottom.

LILAC, Rothomagensis. 2-3 ft., \$1.25; 3-4 ft., \$1.50.

A splendid variety of lilac, finer in leaf and stem than the common lilac growing to 8 or 9 feet. Blossoms are a beautiful reddish purple.

MOCK ORANGE, Bouquet Blanc. 2 to 3 ft., \$1.25; 3 to 4 ft., \$1.50.

An attractive compact shrub suitable for foundation or border planting. Flowers are double white, come in close set branches. Plant grows to 5 or 6 feet.

MOCK ORANGE, Coronarius. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Known as the Sweet Mock Orange because of its fragrance. Grows 6 to 8 feet. Best suited for border planting.

MOCK ORANGE, Lemoine, Avalanche. 2 to 3 ft., \$1.00.

An attractive small upright plant. White flowers borne profusely along each stem.

MOCK ORANGE, Snowflake. 2-3 ft., \$2.00; 3-4 ft., \$2.50.

This is a New Introduction from Minnesota Plant Patent No. 538. An outstanding plant, each blossom fully double, very fragrant and white as snow. Grows to about eight feet.

MOCK ORANGE, Virginal. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.

Medium sized plant which bears an abundance of large semi double fragrant white flowers. Very showy border plant.

NANNYBERRY. 2-3 ft., \$1.25; 3-4 ft., \$1.50.

A tall growing, narrow shaped shrub of good character. White flowers in large flat heads come in May and are followed by large oval blue-black fruit in the autumn.

NINEBARK, Common. 3 to 4 ft., \$1.25; 4 to 5 ft., \$1.50.

A medium sized shrub suitable for border and foundation planting. Attractive foliage, white blossoms in June followed by pink seed pods that are most attractive to birds. Plant grows to 8 or 9 feet.

NINEBARK, Aurea. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Same as Ninebark but has yellow colored leaves.

NINEBARK, Dwarf. 18 to 24 in., \$.75; 2 to 3 ft., \$1.00.

Dark green foliage, low, dense habit of growth. A fine shrub for foundation planting or the border. Makes a good hedge, also.

PRUNUS, Cistena. 3-4 ft., \$2.25.

The best and most showy of the purple leaf Plums. The plant is more shrub-like than Newport and does not grow as large. Very showy in the shrub border.

PRUNUS, Triloba. 3 to 4 ft., \$2.25.

A large shrub or small tree 6 to 8 feet; branches are covered in early spring with small double pink flowers. Very fine for specimen planting or border grouping.

PRUNUS, Tomentosa. 3 to 4 ft., \$2.00.

A plant especially adapted to border planting. Fruits are bright red and large enough for preserving, but also relished by birds. A very showy, hardy plant.

PRIVET, Regal. 18-24 ins., \$.85; 2-2½ ft., \$1.00.

A medium sized shrub suitable for foundation or border planting. Deep green foliage, vigorous growth. White flowers followed by black berries in great abundance

HEDGING. See page 14.

QUINCE, Japanese. 18 to 24 inches, \$1.00.

A small sized shrub notable for its beautiful scarlet crimson flowers coming before the leaves appear. Flower buds are not entirely hardy.

SNOWBERRY, Red. 2 to 3 ft., \$1.00.

An attractive small shrub suitable for both shady and sunny situations. Flowers are not showy, but bright red berries line the gracefully arching branches in the fall, making it most attractive.

SNOWBERRY, White. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

Very similar in growth and leaf to the Red Snowberry but the berries are white and much larger and are grouped in large clusters, instead of being tight along the branches.

SORBARIA SORBIFOLIA. 3 to 4 ft., \$1.25.

First plant in spring to leaf out. Very attractive foliage. Large, fluffy heads of white flowers in June and July.

SPIREA, Anthony Waterer. 15-18 ins., \$1; 18-24 ins., \$1.25.

A low growing stiffly upright shrub well known for its large flat heads of bright crimson flowers. Blooms in June and July and again in the fall if the flower heads are cut back. Entire plant should be cut back to ground each spring.

SPIREA, Billiardi. 2 to 3 ft., \$1.00.

A medium growing shrub, 4 to 6 feet, upright habit with rose colored blossom spikes in July. Suckers freely at the bottom.

SPIREA, Frobelli. 18 to 24 inches, \$.90.

Very similar to Spirea A. W., but a more vigorous and larger grower with lighter colored blossoms. Very hardy.

SPIREA, Korean. 2 to 3 ft., \$1.00.

A shrub much like the Van Houttei spirea, but flowers about 2 weeks later. Very desirable for border planting.

SPIREA, Van Houttei. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

(Bridal Wreath)
Probably no other shrub as widely planted nor as widely known. Grows in almost any situation, good or bad. Suitable for border or foundation planting and also hedging. Covered with white flowers in late May.

SUMAC, Cut Leaf Staghorn. 2 to 3 ft., \$1.00.

Medium sized shrub with fern-like foliage which has the same brilliant fall color as the common sumac.

SUMAC, Fragrant. 2 to 3 ft., \$1.00.

A low, prostrate growing shrub suitable for the border or steep banks. Has brilliant red foliage in the Fall. Leaves have a pungent fragrance when crushed.

TAMARIX, Kashgar. 3 to 4 ft., \$1.50.

A strong growing plant with slender upright branches covered with a foliage similar to some of the Junipers. In July the upper ends of each branch becomes long spikes of delicate pink flowers making a very pleasing effect.

WAYFARING TREE. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.25.

A large growing shrub (6 to 8 feet) with soft, heavy leaves, large clusters of dull white blossoms in May, followed by bright red berries that gradually turn black as they ripen.

WEIGELA, Rosea. 2-3 ft., \$1.00; 3-4 ft., \$1.25.

A vigorous growing plant bearing an abundance of light pink blooms in late June. Tolerates some shade.

WEIGELA, Vaniceki. 3.4 ft., \$2.00.

A red flowering Weigela that seems to be more hardy than any offered before. Very attractive.

4 to 5 ft., \$1.50 each; \$13.50 per 10.

5 to 6 ft., \$1.75 each; \$16.50 per 10.

BEACON. A red summer apple of Duchess time, but a better keeper. Fruit, good size and quality.

CORTLAND. Late Fall variety of high quality. Bright red color, mild flavor, white flesh.

DELICIOUS, Red. Winter apple of well known quality. In this area tree is not long lived.

DELICIOUS, Yellow. Winter apple of high quality. Yellow fruit. Annual bearer.

DUCHESS. Late Summer apple, well known for pie and sauce making. Reddish yellow color, poor keeper.

DUCHESS, Red. Bright solid red variety of the old-fashioned Duchess.

FIRESIDE. One of Minnesota's new varieties. Fine flavored; all red, Winter apple of high quality.

GRIMES GOLDEN. Old-fashioned yellow apple well known to all. Tree not hardy in all parts of the state.

HARALSON. Best suited to the northern half of the state. Red fruit with yellow shadings. A Winter apple, good cooking and keeping qualities.

JONATHON. Late Fall apple of fine quality. Dark red. Not hardy all over state.

QUINTUPLET - Five-On-One Special Five varieties grafted on one tree. A real novelty.
\$3.75 each

McINTOSH. Late Fall or early Winter variety. Good sized fruit, red color, mild flavor. One of the leading commercial varieties in the state.

McINTOSH, Early. An early ripening McIntosh follows Yellow Transparent. Red fruit, good flavor and quality. Hardy.

MELBA. A high quality Summer variety ripening same time as Yellow Transparent. Good sized red apple.

MILTON. Fall variety. Handsome red apple of excellent quality and flavor. A coming variety.

NORTHWEST GREENING. The old reliable Winter keeper, excellent for baking. Large greenish yellow fruit.

PRAIRIE SPY. A new variety; Winter apple of good quality, large size, mostly red skinned. Keeps well in storage.

REDWELL. Fair-sized Winter apple, red in color, fine flavor and quality. Annual bearer.

SECOR. A striped red apple of high quality and fine flavor. Keeps well in storage.

SNOW. Often called Fameuse. Late Fall or early Winter variety. Red skinned, white flesh.

TOLMAN SWEET. Still popular sweet apple, medium sized, pale yellow with slight red flush.

WEALTHY. Best known Fall apple. High quality, large sized fruit, mostly red. Hardy.

YELLOW TRANSPARENT. Earliest Summer apple in this area. Pale yellow, medium sized fruit.

Other Varieties Available

Anoka, Macoun, Minnesota No. 714, Minnesota No. 790, Northern Spy, Staymen Winesap.

Crab Apples

4 to 5 ft., \$1.50 each;

5 to 6 ft., \$1.75 each.

HYSLOP. Small, dark red pickling crab and excellent for jelly, too. Tree large and vigorous and hardy in all parts of state.

WHITNEY. The most popular and best known of the crabs. Fruit large, red striped, flesh firm and juicy. A superb canning, jelly and pickeling crab. Tree is hardy, vigorous and heavy producer.

SWEET RUSSET. Mostly used for pickling. Medium sized yellow, russeted fruits.

4 to 6 ft., \$2.50; 3 to 4 ft., \$2.00.

Cherries

5 to 6 ft., \$3.00;

3 to 4 ft., \$2.25.

EARLY RICHMOND. The first of the sour cherries to ripen. Fast growing trees bearing quantities of fruit that are a little brighter red in color than the later varieties.

LATE MONTMORENCY. The late variety of cherry for this area. Dark red in color and best for canning and cooking.

Pears

5 to 6 ft., \$3.00 each;

4 to 5 ft., \$2.50 each.

BARTLETT. The best known and leading summer variety of pear for southern Wisconsin. A large yellow pear of fine flavor and good quality.

CLAPPS FAVORITE. A summer variety of very good quality; very fine, sweet flavored. Fruit is large, lemon colored, spotted with brown spots.

FLEMISH BEAUTY. Early, large, pale yellow with russet checking. High quality and very delicious. Tree is vigorous and hardy. Bears young and abundantly.

KIEFER. A canning and market pear, fruit not fully ripe until mid-winter. An early and prolific bearer.

SECKEL. A high quality but small sized pear. Fall ripening. Tree hardy and vigorous.

OTHER VARIETIES AVAILABLE. Parker, Lawrence, Lincoln, Winter Nellis.

Asparagus

MARY WASHINGTON. A rust resistant, strong growing variety producing thick and tender stalks. Most commonly planted today.

Per 25, \$1.50; Per 100, \$5.50.

PARADISE. A new and very desirable asparagus. Is ready to cut and use the second season. Strong grower. Stalks are thick and tender.

Per 25, \$1.50; per 100, \$5.50.

\$1.75 per 12; \$3.00 per 25.

Strong Divisions, \$1.00 each.

Rhubarb

CANADA RED. New, high quality, red fleshed. Medium sized stalk.

MCDONALD. Fine flavored, red stalked variety, heavy, vigorous grower.

5 to 6 ft., \$2.50; 4 to 5 ft., \$2.00.

KAHINTA. A heavy, regular bearer of large red plums of fine quality and size. Very hardy.

EMBER. A new, very delicious late ripening plum. Large fruit, yellowish red in color. Flesh juicy, meaty and fine flavored.

HANSKA. A large, dark red plum. Excellent quality and a heavy bearer.

LOMBARD. A medium sized, greenish blue, European variety, hardy only in the southern half of the state. Flesh is yellowish green, mild flavored and juicy. Fruit ripens in August.

MONITOR. A late summer variety, bearing very large red fruit of good quality. Trees are hardy and vigorous growers.

STANLEY PRUNE

Purple blue skin and sweet, fine golden flesh. Excellent variety for canning or dessert use. Hardy only in the southern part of the state.

SUPERIOR. Immense fruit, deep red color, firm meaty flesh of excellent flavor. Hardy anywhere, good grower. Also has some value as a pollenizer.

SURPRISE. The best pollenizer for home orchards. Fruits small, but of good quality. Red.

UNDERWOOD. The finest quality red plum of all. Early ripening. Fruit large, juicy and sweet.

WISCONSIN PRUNE. Not well known, but probably the most hardy of all the blue prune types. Very desirable.

ALSO AVAILABLE. 'Damson,' 'Green Gage,' 'Sapa,' 'Toka' and 'Waneta.'

Raspberries

\$2.50 per 12; \$4.00 per 25; \$15.00 per 100.

LATHAM. The best of the red raspberries. Strong vigorous grower with very high quality fruit. Good for table use and canning.

CHIEF. The earliest of the red raspberries. A good berry of medium size. Plants are exceptionally hardy.

SUNRISE. A new berry from the U. S. Dept. of Agriculture. It is earlier than Latham, of fine quality and quite disease resistant. A fine berry to have in your garden.

CUMBERLAND. A fine quality black-cap. Strong, vigorous grower and heavy producer. Most commonly planted of all black raspberries.

INDIAN SUMMER. A so-called ever-bearing variety, as it bears in June along with other varieties and then again in the fall during October. Berries are large, medium red, too soft for commercial uses, but excellent for home gardens.

LOGAN. This is a new variety of black-cap, but very similar to Cumberland. The fruit is possibly a bit larger and comes little earlier than Cumberland.

MORRISON. The newest of the black-cap varieties. Large fruit, heavy yielding.

SODUS. A new Purple-cap of unsurpassed vigor and hardiness. The fruit is large, medium purple in color and very fine in quality. It is an exceptionally heavy and persistent bearer, rarely failing to produce a crop.

Grapes

2 yr. No. 1, each, \$.75.

CACÓ. This variety is, we think, the best red grape for this area. It is hardy through the southern half of the state. Grapes borne in good size cluster, individual grapes are large and sweet and of excellent quality.

CONCORD. The best known black grape for southern part of state. Bunches are good sized, fruit is good quality and fine flavor.

DELAWARE. Small red variety, large clusters. Very sweet.

FREDONIA. A new black variety. Larger than Concord in size; very fine in flavor and quality. Hardy in the southern half of the state.

MOORES EARLY. Very large black grape, fruit ripening a few weeks earlier than Concord. Quality medium but productiveness excellent.

NIAGARA. One of the best white varieties. Heavy producer.

PORTLAND. New white variety that bears large bunches of grapes with the individual grapes being very large, fine flavored and of excellent quality. Hardy throughout the southern half of the state.

WORDEN. A late bearing black grape, very large clusters, good quality.

Currants

Each, \$.75.

RED LAKE. Produces well filled clusters of large glossy red fruits. The quality is excellent and mildly acid. Bushes are vigorous and upright growing.

Gooseberry

2 yr., No. 1, each \$.75.

DOWNING. Produces good crops of large pale green berries of fine quality.

HOUGHTON. Pale red colored berries of good size and very good quality.

PIXWELL. A green gooseberry of fine quality. Bush is large and vigorous annually bearing heavy crops of large red fruits. Hardy throughout the state.

Blackberries

\$1.75 per 12. \$3.00 per 25.

ELDORADO. The old standard. Medium sized, sweet fruits.

SNYDER. An old standby. A fine fruit of good quality.

ALFRED. Large, juicy berries, very productive.

Strawberries

DUNLAP. \$1.00 per 25. \$3.50 per 100.

Most widely grown berry. Mid-season. Vigorous grower, finest fruit.

PREMIER. \$1.00 per 25. \$3.50 per 100.

Earliest of all strawberries, good quality and a sure cropper.

GEM. \$1.25 per 25. \$6.00 per 100.

The best of Everbearing sorts. Good sized fruit of good flavor.

ACHILLEA. Each \$.35. \$3.00 per 10.

The Pearl. Small white blooms throughout the summer. About 24 inches tall.

ALYSSUM. Each \$.40. \$3.50 per 10.

Saxtile compactum. Low, compact, covered with masses of yellow bloom in May and June.

ANCHUSA, Feltham's Pride. Each \$.35.

Tall growing, gentian-blue flowers in June.

ANCHUSA, Myosotidiflora. Each \$.50.

Low grower. Blue flowres like Forget-Me-Nots in June.

ANTHEMIS. Each \$.35. \$3.00 per 10.

Perry Variety...Golden yellow blooms from June to October. Thirty inches high.

ARABIS. Each \$.35. \$3.00 per 10.

Alpina. Pure white, dwarf grower.

ASTER. Each \$.50. \$4.50 per 10.

Beechwood Challenger. Beautiful red.

Climax. Blue, yellow center. 3 feet.

Harrington Pink. Very showy. 3 feet.

Mt. Everest. Best pure white. 3 feet.

ASTER, DWARF. Each \$.50.

Pink, blue and white hybrids.

BABY'S BREATH. Each \$1.00.

Bristol Fairy. Large double white florets.

BACHELOR BUTTON. Each \$.35. \$3.00 per 10.

Large light blue flowers. June.

BLEEDING HEART. Each \$1.00.

Common, old-fashioned. Pink, heart-shaped blooms in early spring.

BLEEDING HEART. Each \$.60.

Fern-leaf or fringed. Low growing, fine leafed. Bloom somewhat like common variety. Long period of bloom.

CAMPANULA. Each \$.35. \$3.00 per 10.

Harebell (carpatica). Upright, clear bluebells in early in early summer.

Peachbells (persicifolia). Upright spikes, hung with small bluebells. Early summer. About 24 inches.

CANTERBURY BELLS. Each \$.35.

Cup and saucer type in blue, pink and white. A biennial.

CARNATIONS. Each \$.35. \$3.00 per 10.

Grenadin. Available in red, pink and white. Very showy and fragrant.

CERASTIUM. Each \$.35. \$3.00 per 10.

Tomentosum. Creeping, rock plant. White bloom, May and June. Gray foliage.

CHRYSANTHEMUM. Each \$.50. \$4.50 per 10.

Hardy, early flowering varieties.

Algonquin, Yellow	Avalanche, White
Chippewa, Purple	Glacier, White
Jean Treadway, Pink	Lavender Lady
Mandalay, Bronze	Mrs. P. S. DuPont, salmon,
Olive Longland, apricot, pink	bronze, pink
Polar Ice, White	Red Gold, red-orange
Red Hawk, red	Wm. Longland, yellow-bronze

COLUMBINE. Each \$.35. \$3.00 per 10.

Mrs. Scott Elliott. Late spring bloom in many colors. Most attractive.

CORALBELLS. Each \$.60. \$5.50 per 10.

Red bell-shaped flowers borne on long stems in June and July. Good foliage.

DAISY, SHASTA. Each \$.35. \$3.00 per 10.

Alaska. Memorial Day Daisy. White blooms, yellow center.

Conqueror. Mid-summer bloom with very large white, yellow centered flowers.

DELPHINIUM, Belladonna. Each \$.40.

Light blue flowers on strong stems.

DELPHINIUM, Pacific Coast Hybrids. Ea. \$.50. \$4.50 - 10

Very large flowering type, colors ranging from white to dark purple. Many two-tone effects also.

FERNS. Each \$.40. \$3.50 per 10.

A number of hardy varieties available.

GAILARDIA, each \$.35; \$3.00 per 10.

Two-tone blossoms, dark reddish center with tips of petals orange. Blooms most of the summer.

HEMEROCALIS. Each \$.60; \$5.50 per 10.

J. A. Crawford, large apricot yellow. June-July bloom.

J. R. Mann, large buff and orange. June-July bloom.

Mrs. W. H. Wymann, pale lemon yellow. August bloom.

Ophir, large golden yellow, fragrant June to Aug. bloom.

HOLLYHOCK. Each \$.35; \$3.00 per 10.

Double Flowering in red, pink, yellow and white.

Single Flowering, available in mixed colors only.

IRIS, BEARDED. Each \$.40.

Blue Monarch, violet
Coralie, S-rose, F-wine
Dymia, blue-violet
Golden Glow, golden
Mary Geddes, orange-red
Pique D'Or, gold
Television Blue, blue
Winneshiek, dark blue

Cheerio, red
Crystal Beauty, white
Freda Mohr, lilac-rose
Gudrun, white
Noweta, pink
Spring Prom, yellow
True Delight, pink
Wm. Mohr, lavender-purple-veined

IRIS, BEARDED. Each \$.50.

Christabel, copper
El Capitan, lavender-blue
Golden Treasure, creamy
Mohrson, deep-violet

Copper Lustre, gold copper
Frank Adams, S-tan, F-red
Miss California, orchid
Treasure Island, yellow

IRIS, DWARF. Each \$.40.

Suitable for rock gardens. Bloom in April and May. White, blue, yellow.

IRIS, SIBERIAN. Each \$.40.

Narrow leaves, small exotic bloom. Blue or white. June-July bloom.

LILIES. Each \$.60. \$5.50 per 10.

Elegans. Large salmon-red blossoms. Early.

Henry I. Orange-yellow. Aug-Sept. bloom. Choice.

Madonna. Lovely, fragrant white. July.

Regale. Tall stems, white bloom. July blooming.

Tiger. August bloom of mahogany spotted orange.

LILY OF THE VALLEY. Each \$.50. \$4.50 per 10.

In early spring, small bell-shaped fragrant white flowers.

LINUM. Each \$.35. \$3.00 per 10.

Chalcedonica. Bright scarlet, maltese cross-like blooms. July.

LYTHRUM. Each \$.50.

Mordens Pink. Spikes of rose-pink bloom in July-Aug.

MERTENSIA. Each \$.35. \$3.00 per 10.

Virginica. Virginia Blue Bells. Pink buds opening to blue flowers. May.

MALLOW. (Hibiscus) Each \$.40.

Large, woody stemmed plant with large pink, red or white blooms in August.

MONARDA. Each \$.35. \$3.00 per 10.

Dydima. Scarlet blooms in July-August.

PAINTED DAISY. Each \$.40. \$3.50 per 10.

Fern-leaved plant, daisy-like blooms on long stems in pink or red. May-June.

PLANTAIN-LILY. Each \$.45.

Coerulea, low growing, broad leaves, blue flowers, in July and August.

PLANTAIN-LILY. Each \$.75.

Grandiflora. Very large broad leaves, large, fragrant white flowers. August and September.

PLATYCODEN. Each \$.40. \$3.50 per 10.

Large balloon-like buds that open to cup shaped flowers in either blue or white. July and August.

PEONY. Each \$1.50.

Baroness Schroeder, White
Edulis Superba, Pink
Felix Crousse, Red
Festive Maxima, White
Francis Willard, Pink
Karl Rosenfeld, Red
Mikado, Single-red
Mons. Jules Ely, Pink

Officinalis Rubra, Red
Pride of Langport, Single-pink
Rheine Hortense, Pink
Sarah Bernhardt, Pink
Solange, Creamy-white & fluff
The Bride, Single-white
Walter Faxon, Pink

POPPY. Each \$.60. \$5.50 per 10.

Very showy blooms in June and July.
Beauty of Livermore, crimson.
Helen Elizabeth, pink

PHLOX. Each \$.50. \$4.50 per 10.

Summer and early Fall blooming. Many shades and colors.

Africa, red
Caroline Vandenburg, violet
Chieftan, red
Count Zeppelin, white, red-eye
Daily Sketch, pink
Enchantress, pink
E. I. Farrington, pink
Ethel Pritchard, mauve
Geo. Stipp, pink
Jules Sandeau, pink
Hauptman Koehl, red
Leo Schlageter, red
Lillian, cameo-pink
Mary Louise, white
Miss Lingard, early white
Silverton, lilac
Snowcap, white
World Peace, white
Wm. Kesserling, lavender

PHLOX CREEPING. Each \$.50. \$4.50 per 10.

Flat growing plant for rockeries or borders. Blooms in May and June, in pink, lavender, red or white.

PINKS. Each \$.35. \$3.00 per 10.

Barbatus (Sweet William) in pink, red, white and mixed.
Deltoides Brilliant. Bright red.
Plumarius, the old-fashioned fragrant garden pink. June and July.

SCABIOSA. Each \$.45. \$4.00 per 10.

Unusual lavender blooms in June and July.
Acre, very low and dense. Yellow.
Ewersii, rosy-pink bloom. July.
Kamchaticum, orange-yellow, July.
Spectabile Brilliant, bright red in August. About 12 inches high.

THYME. Each \$.40.

Low mats of crimson flowers. July.

VERONICA. Each \$.60. \$5.50 per 10.

Blue Spire, long spikes of blue flowers, July and August.

VIOLAS. Each \$.50. \$4.50 per 10.

Tropical appearing, unusual bloom in July.

WHITE ELM NURSERY COMPANY

Dependable Nursery Stock Since 1904

HARTLAND, WISCONSIN

PHONE 535

Our annuals are all grown in our own greenhouses and we are proud of the quality plants that we offer.

A special effort is made to have a supply of late started plants for the summer home residents who do not come out to the lakes until late June.

	Ea.	(12)	(100)
AGERATUM, Transplants40	3.00
Potted20	1.75	13.50
ALYSSUM, Transplants30	2.25
Potted20	1.75	13.50
ASTER, double flowering mixed			
Transplants30	2.25
BEGONIA GRACILIS, Pots20	1.75	
BEGONIA TUBEROUS ROOTED			
4-inch Pots75	7.00	
CALENDULA, Yellow and Orange			
Transplants30	2.25
COLEUS, 2¼-inch Pots20	1.75	13.50
COSMOS, Transplants30	2.25
GERANIUMS, 4-inch Pots50	5.00	40.00
IMPATIENS, 2¼ inch Pots20	1.75	13.50
LANTANA, 3-inch Pots30	3.00	
LOBELIA, Transplants35	2.75
2¼-inch Pots20	1.75	13.50
MARIGOLD, Transplants30	2.25
MORNING GLORY, Early Blue			
3-inch Pots20	1.75	13.50
PANSIES, Giant Mixed Transplants....		.60	4.00
PETUNIAS, all varieties, Transplants...		.35	2.75
2¼-inch Pots20	1.75	13.50
3-inch Pots25	2.00	15.00
PHLOX DRUMMONDI, Transplants30	2.25
SALPLIGLOSSIS, mixed, Transplants..		.35	2.75
SALVIA, Transplants40	3.50
SCABIOSA, mixed, Transplants30	2.25
SNAPDRAGON, Transplants35	2.75
THUNBERGIA, 2¼-inch Post20	1.75	13.50
VERBENA, Transplants35	2.75
VINCA (for window boxes, 4-in. Pots...	.40	4.00	
ZINNIAS, Transplants30	2.25

A deposit of 25c per flat will be charged for flats furnished with annuals or vegetables.

Vegetable Plants

	Ea.	(12)	(100)
BROCCOLI20	1.35
BRUSSELS SPROUTS20	1.35
CABBAGE20	1.35
CAULIFLOWER25	1.75
CELERY, Root or Stalk25	1.75
EGG PLANT25	1.75
KOHLRABI20	1.35
LETTUCE, Head20	1.35
MELONS, Pots20	1.50	
PARSLEY25	1.75
PEPPERS25	1.75
TOMATOES, Transplants25	1.75
4" Pots20	2.00	15.00

Climbing Vines

BITTERSWEET, American. Each, \$1.00.

A climbing vine needing wires or lattice to twine on. Good foliage and produces clusters of orange and red berries in the fall. Need more than one plant in order to produce berries. Very hardy.

CLEMATIS

Jackmani. 2 yr. No. 1, each, \$1.50.

The well known deep purple, large flowering Clematis. Needs good soil and afternoon shade. Hardy and most attractive.

Henryii. 2 yr., each \$1.50.

A plant of similar character as Jackmani but with large white blooms. Blossoms in June.

Mad. Andrae. 2 yr., each, \$1.50

A large red flowering clematis. Very showy bloom and plant is hardy. Flowers in June.

Paniculata. 2 yr., each, \$1.00.

A small flowered form of Clematis, long a favorite for trellises and arbors. Becomes a mass of fragrant small white flowers in early September. Very hardy.

FLEECEFLOWER. 2 yr. No. 1, \$1.00.

Rapid growing climber producing throughout the summer and fall, large foamy sprays of creamy white flowers.

EUONYMUS, Radicans Coloratus. 15 to 18 ins., \$1.00.

An evergreen similar to the above, but the foliage turns red during the winter. Faster grower than above.

EUONYMOUS, Radicans Vegetus. 9 to 12 in., \$1.50.

An evergreen creeper with thick, dark green leaves. Has berries similar to that of Bittersweet.

HONEYSUCKLE, Heckrottii. 2 yr., \$1.25.

A Honeysuckle vine of great beauty. The blossom is red with a golden lining. Blooms more or less all summer.

IVY, Boston. 2 yr., each, \$90.

Has bright, glossy green foliage, which in fall changes to bright shades of crimson and scarlet. Clings to brick, stone and stucco better than any other vine. Will kill back some in certain winters.

IVY, Engelmann. 2 yr., each, \$75.

A much hardier form than the Boston Ivy which also clings to any masonry surface. It also grows much more vigorously and rank which sometimes is an objection.

PACHYSANDRA. Each, \$35; \$3.00 per 10

Terminalis, a low ground cover of evergreen foliage. Does well in shade.

TRUMPET VINE. 3 yr., \$1.00.

An attractive vine, strong grower, has scarlet trumpet-like flowers.

VINCA MINOR. Each, \$30; \$2.75 per 10

Trailing branches, evergreen foliage, blue flowers, April and May.

VINCA BOWLES. Each, \$50; \$4.50 per 10

Superior variety to the above. Better foliage and larger flowers.

WISTERIA, Purple. 2 yr., each, \$1.50.

A rapid growing vine with long pendulous clusters of pale blue or lavender flowers in June and sometimes in the autumn.

HEDGE PLANTS

BARBERRY, Japanese—12 to 18-inch.....\$25.00 per 100
A low growing, thorny, bushy plant. Hardy.

BUCKTHORN—18 to 24 inch.....\$20.00 per 100

An upright heavy leaved plant. Hardy.

PRIVET, A. R. N.—12 to 18 inches.....\$25.00 per 100

18 to 24 inches.....\$35.00 per 100

2 to 3 feet.....\$45.00 per 100

The best known, quick growing hedge plant.

DARWIN TULIPS. \$1.50 per 10; 12.00 per 100.

Albino, white
All Bright, bright red
Clara Butt, salmon pink
Glacier, white
Insurpassable, lilac
Masterpiece, red
Niphetos, soft sulphur yellow
Phillipe de Comines, velvety dark purple
Phillip Snowdon, carmine rose
Pride of Harlem, brilliant rose carmen
Princess Elizabeth, rose pink
Rijnland, crimson edged yellow
The Bishop, violet purple
Mixed

COTTAGE TULIPS. \$1.50 per 10; \$12.00 per 100

Mrs. John Scheepers, deep golden yellow

BREEDER TULIPS. \$1.50 per 10; \$12.00 per 100

Dillenberg, orange, edged apricot
Georges Grappe, lavender blue
Indian Chief, copper red
J. J. Bowman, tomato-red, edged yellow
Louis XIV, bluish violet, flushed bronze
Tantalus, cadmium yellow overlaid violet
Titanic, violet shaded bronze

PARROT TULIPS

Per 10

Blue Parrot, violet blue..... 1.70
Fantasy, salmon pink..... 1.70
Orange Favorite, orange 1.70
Red Champion, bright crimson shaded red..... 1.75
Sunshine, golden yellow..... 2.50

BOTANICAL TULIPS

Per 10

Red Emperor (Mme. Lefeber), brilliant scarlet.... 2.00

DOUBLE EARLY TULIPS, \$1.60 per 10; \$15.00 per 100

Electra, Cherry-red
Mr. Van der Hoff, golden yellow
Peach Blossom, bright rose-pink
Vurrbak, scarlet

HYACINTH. \$2.00 per 10; \$18.00 per 100

LaVictoire, carmine red
Pink Pearl, rose pink
Grand Maitre, porcelain blue
L'Innocence, white
City of Harlem, yellow

CROCUS. .60 per 10; \$5.00 per 100

Purple
Striped
White
Yellow

GRAPE HYACINTH. 60c per 10; \$5.00 per 100. Deep blue.

SCILLIA SIBIRICA. 60c per 10; \$5.00 per 100.

SCILLA SIBIRICA. 60c per 10; \$5.00 per 100

Spring Beauty, blue.

NARCISSUS. \$1.70 per 10; \$16.00 per 100

Actaea (Poeticus), large white perianth with yellow eye, margined fiery-red

\$2.00 per 10; \$18.00 per 100

Fortune, large creamy yellow, crown glowing orange

\$2.00 per 10; \$18.00 per 100

Golden Harvest, large golden yellow
King Alfred, extra large, long lasting
Spring Glory, White perianth, yellow trumpet.

Floral Service

THE WHITE ELM NURSERY COMPANY has for many years maintained and operated a complete floral business. Cut flowers, roses, pot plants, corsages, orchids, gardenias and floral arrangements are available at all times. Through membership in the Florists Telegraph Delivery flowers can be wired to any part of the country and most of the world.

Floral arrangements for funerals and weddings are a specialty. Casket sprays, baskets, sprays and containers are made up with fresh cut flowers and with taste and skill. Our florist truck is also available to transport flowers from the church to the cemetery when needed.



Weddings and their traditional floral requirements receive special attention here. We are ready to fashion any type of "Brides Bouquet", bouquets for the attendants, corsages for the wedding party and flowers for the church and home. When desired, we have available a young lady who will assist the bride and her party with their flowers and see that they get started down the aisle with their flowers and gowns perfectly arranged.

The White Elm Nursery Company, greenhouse department, is here to serve you. Call us when you need flowers.

Phone 535

White Elm Nursery Co.
Hartland, Wisconsin

Library, U. S. Dept. of Agriculture,
WASHINGTON 25, D. C.



White Elm Nursery Company

HARTLAND, WISCONSIN

An Invitation

TO THOSE WHO HAVE NEVER SEEN OUR EXTENSIVE PLANTING OF TREES SHRUBS, EVERGREENS AND PERENNIALS, AND, OF COURSE, TO THOSE WHO HAVE VISITED US IN THE PAST, WE OFFER THIS INVITATION TO COME OUT AND LET US SHOW YOU OUR MANY FINE PLANTS.

At various times during the year we have gorgeous displays of flowering plants — at lilac time there are quantities of specimen plants in full bloom — our collection of flowering Crabs equal any display in the state — and in mid-summer and on into the fall our plantings of perennial phlox make a wonderful show of color in wide variety. We are always happy to show these colorful displays and any other material that may be of interest.

Many times home owners have special problems about their plantings. If you would bring sketches or photos of your home to help explain your problem, one of our landscape men would gladly help with suggestions.

Please feel free to stop in to see our plants; we are proud of our nursery and like to show it off.

Member:

NATIONAL LANDSCAPE NURSERYMEN'S ASSN.
WISCONSIN NURSERYMEN'S ASSOCIATION
AMERICAN ASSOCIATION OF NURSERYMEN

WHITE ELM NURSERY CO. Phone Hartland 535